

## H9MMA: Marketing Metrics and Accountability

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| Module Code:  | H9MMA  |
| Long Title  | Marketing Metrics and Accountability <b>APPROVED</b>   |
| Title   | Marketing Metrics and Accountability   |
| Module Level:   | LEVEL 9  |
| EQF Level:  | 7  |
| EHEA Level:   | Second Cycle   |
| Credits:  | 5  |
| Module Coordinator:   | Louise (F) Maguire   |
| Module Author:  | Louise (F) Maguire   |
| Departments:  | School of Business   |
| Specifications of the qualifications and experience required of staff       |  |
| <b>Learning Outcomes</b>  |  |
| <i>On successful completion of this module the learner will be able to:</i> |  |
| <b>#</b>  | <b>Learning Outcome Description</b>  |
| LO1   | Demonstrate a critical appreciation of the concept of marketing accountability and why it is vitally important that Marketers can demonstrate the effectiveness of the Marketing spend (across many different channels) and its contribution to the bottom line. |
| LO2   | Recognise and comprehend the link between marketing strategy and corporate strategy and how one must tie into the other for overall business efficiency and performance.   |
| LO3   | Assess the myriad of marketing metrics and evaluate which marketing metrics are appropriate to measure the efficiency and contribution of the marketing spend.   |
| LO4   | Demonstrate an understanding of digital analytics, how they relate to overall marketing metrics.   |
| LO5   | Critically analyse the process of creating and allocating the Marketing budget and deciding which sectors should be allocated which spend.   |
| <b>Dependencies</b>   |  |
| <b>Module Recommendations</b>   |  |
| No recommendations listed   |  |
| <b>Co-requisite Modules</b>   |  |
| No Co-requisite modules listed  |  |
| <b>Entry requirements</b>   |  |

# H9MMA: Marketing Metrics and Accountability

| Module Content & Assessment  |             |                           |           |
|--|-------------|---------------------------|-----------|
| Indicative Content   |             |                           |           |
| <b>Guidelines for Effective Marketing</b><br>• Understand the marketing strategy and the need for accountability, Changes and challenges encountered in the Marketing Planning Process, the Marketing Environment, Competitors, Differentiation, Product Portfolio.  |             |                           |           |
| <b>Managing the Marketing Budget</b><br>• Developing the budget: Linking resource use with marketplace effect: Budget templates: Cause and effect:   |             |                           |           |
| <b>Sales Forecasting</b><br>• The Effect of Price Changes on Demand: Top-down, bubble-up input to the sales forecast, The Sales Plan.  |             |                           |           |
| <b>Developing Metrics to Measure Marketing Efficiency</b><br>• Marketing Metrics Models: What Metrics are Appropriate? Which Resources are Necessary? Where can Efficiencies be identified? How much budget will be required? Auditing for Success, Marketing Metrics Models - Share of hearts, minds and markets, Product and Portfolio Management, Customer Profitability, Pricing and Promotion |             |                           |           |
| <b>Assessing Digital Metrics</b><br>• Which digital metrics are appropriate? What digital channels do we need to assess? How to show ROI from digital channels. Advanced targeting of customers using digital tools.   |             |                           |           |
| <b>Valuing Brands</b><br>• What is a Brand? How are intangible assets driving corporate value in the 21st Century? Valuing intangible assets. Financial implications for Brands  |             |                           |           |
| Assessment Breakdown   |             |                           | %         |
| Coursework   |             |                           | 100.00%   |
| Assessments  |             |                           |           |
| Full Time  |             |                           |           |
| Coursework   |             |                           |           |
| <b>Assessment Type:</b>  | CA 1 (0380) | <b>% of total:</b>        | 100       |
| <b>Assessment Date:</b>  | n/a         | <b>Outcome addressed:</b> | 1,2,3,4,5 |
| <b>Non-Marked:</b>   | No          |                           |           |
| <b>Assessment Description:</b><br>15% in-class participation & attendance 25% In-class presentation on a prescribed area of marketing metrics 60% Group metrics research project - Audit and report on an existing organisation.   |             |                           |           |
| No End of Module Assessment  |             |                           |           |
| No Workplace Assessment  |             |                           |           |
| Reassessment Requirement   |             |                           |           |
| <b>Coursework Only</b><br><i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>   |             |                           |           |

## H9MMA: Marketing Metrics and Accountability

| Module Workload                      |                              |       |              |                                 |
|--------------------------------------|------------------------------|-------|--------------|---------------------------------|
| Module Target Workload Hours 0 Hours |                              |       |              |                                 |
| Workload: Full Time                  |                              |       |              |                                 |
| Workload Type                        | Workload Description         | Hours | Frequency    | Average Weekly Learner Workload |
| Lecture                              | Classroom and demonstrations | 30    | Per Semester | 2.50                            |
| Independent Learning                 | Independent learning         | 95    | Per Semester | 7.92                            |
| Total Weekly Contact Hours           |                              |       |              | 2.50                            |

| Module Resources  |  |
|---|--|
| <i>Recommended Book Resources</i>   |  |
| <p>Farris, P., Bendle, N., Pfeifer, P.E., &amp; Reibstein, D.J. (2020), Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, 4th Ed. Pearson.</p> <p>Sharp, B.. (2010), How Brands Grow: What Marketers Don't Know, Oxford University Press.</p>  |  |
| <i>This module does not have any article/paper resources</i>  |  |
| <i>Other Resources</i>  |  |
| <p>[Other materials], <a href="https://blog.hubspot.com/customers/marketing-metrics-to-know">https://blog.hubspot.com/customers/marketing-metrics-to-know</a>.</p> <p>[Other materials], <a href="https://digitalmarketinginstitute.com/blog/the-best-social-media-metrics-to-focus-on-now">https://digitalmarketinginstitute.com/blog/the-best-social-media-metrics-to-focus-on-now</a>.</p> <p>[Other materials], <a href="https://digitalmarketinginstitute.com/blog/digital-marketing-kpis-how-to-choose-and-track">https://digitalmarketinginstitute.com/blog/digital-marketing-kpis-how-to-choose-and-track</a>.</p> <p>[Other materials], <a href="https://www.smartinsights.com/goal-setting-evaluation/goals-kpis/choosing-effective-digital-marketing-kpis/">https://www.smartinsights.com/goal-setting-evaluation/goals-kpis/choosing-effective-digital-marketing-kpis/</a>.</p> |  |
| Discussion Note:  |  |